

Meeting Minutes

Bolton Community Improvement Task Force Monday, March 5, 2007 Council Committee Room, Town Hall

Present: Don Robb, Ron McCullough, Kim Seipt, Kelly Darnley, Lisa Scale, Rex Teskey, Verona Teskey, Shirley Hoppler, Marolyn Morrison, Annette Groves, Mary Hall, Norm Lingard

Regrets: Tony Viola, Jason Payne, Mario Cervoni

Guest: Richard Messer, Kerr Village BIA

1. Welcome – Mayor Morrison welcomed the group, and applauded the task force for meeting and encouraged all parties involved to partner and co-operate to achieve a common goal.

2. Introductions were made around the table.

3. Agenda Review – it was requested by Verona Teskey that Item #5 – Goals and Objectives be discussed in advance of Selection of Chair and Task Force Composition.

4. Goals & Objectives – some discussion focused around the desire and potential to expand the current Bolton BIA. Norm Lingard reinforced that a CIP must be area specific, and as such the boundaries of the area need to be established.

Bolton Merchants Association expressed interest as well, but cautioned that a value proposition must be established with tangible short term objectives in order to sell and educate the BMA on benefits of expanding the current BIA boundaries.

Suggested by Richard Messer that this be accomplished by completing a Community Improvement Plan (CIP) that could include such elements as, but not limited to marketing, beautification, professional development and financial incentives.

Lisa Scale suggested that the BIA be renamed to brand the entire commercial corridor for marketing and promotional purposes, and reiterated the need to educate the BMA in order to pursue the issue of a boundary expansion.

Task force established that the overall goal is to...

“Improve the business environment in the community of Bolton.”

Members of the task force were encouraged to provide information on other communities to serve as a starting point and provide a frame of reference for developing a CIP.

5. Selection of Chair – Rex Teskey and Don Robb both volunteered to Chair the Task Force. Following some discussion Don Robb was selected to Chair the Bolton Community Improvement Task Force.

6. Composition of Task Force – much of the discussion focused on having a broad cross-section and equal representation from the Bolton community versus the overall size of the Task Force.

Richard Messer recognized the absence of any representation from special interest groups and recommended that a special interest group be invited to participate on the Task Force.

Norm Lingard recommended that Task Force participation be limited to a smaller and more manageable number of participants with suggested representation as follows:

Chair – Don Robb
Mayor Morrison, ex-officio
BIA -3 representatives
BMA - 3 representatives
Town of Caledon – 1 Council and 2 staff representatives
Caledon Chamber of Commerce – 1 representative
Bolton Special Interest Group - 1 representative

A piece of paper was then circulated around the table for the purpose of attendance and soliciting interest in the Task Force. Further discussion on composition and development of a Terms of Reference for the Task Force to take place at the next meeting on March 26, 2007.

7. Future Meetings – members of the Task Force felt that in the short-term, meetings should be held every other week with Monday evenings being the best for the majority of the Task Force. In addition to the Town hosting, Caledon Chamber of Commerce offered to host meetings.

8. Next Meeting – 5:30 pm – 7:00 pm on Monday, March 26, 2007 @ Caledon Chamber of Commerce (12598 Hwy 50 South)

9. Adjourn

DUTY LIST

1. Mary Hall to provide a copy of Community Improvement Planning Handbook and provide an inventory of studies (i.e.: parking, traffic, etc.) completed by the Town of Caledon or others to support CIP
2. Richard Messer to provide task force with a copy of the Penetanguishine CIP, as well as information on the upcoming Business Improvement Areas National Conference and BIA Handbook.
3. Mary Hall and Norm Lingard to provide additional sample CIP's from Orangeville, Barrie and Owen Sound.